

Day of Meeting: Friday, April 10, 2015 - 6:30pm

Approved by (Initials): RB, KV, JK, RI, DD, KE,W,JG,JH, RE, CW

Executive

- No updates (because of the retreat, we didn't meet in person).

Board Development

- We had a great retreat! No other updates.

Operations

- Please review the final 2014 balance sheet and income & expenses (the "2014" column is the approved budget; the "Through 12/31" are the actuals; the "Plus/Minus" is our over/under)
- Please review the final draft of the 2015 budget; we will be voting to approve it at the meeting
- Please review this draft of our investment policy. This is a project that we began working on in 2014--essentially, we'd like our annual surpluses to be earning us more money than they currently do in our money market account.
 - Guild founder Sherri Schultz referred us to Paula Fedirchuk with Edward Jones; she has been very helpful in the process.
 - If the board approves the investment policy, the operations committee will move forward with opening a corporate account with Edward Jones under Paula's direction.
 - We will review the investments (and make transfers to the investment account) once a year. We will always keep at least a minimum of six months of operating expenses liquid in our accounts at Sound Community Bank.
 - Cost is incorporated on the rate of return. If we get, say, 3.0%, we'll actually get something like 2.89% after costs.

Communications

- Jen G updated the Communications POP following the retreat.
- Jen G is working on a proposal for a later meeting regarding moving the website to WordPress.
- The committee was alerted to someone apparently using the member directory to market low-paying gigs. This led to a discussion of filling the job board with more well-paying opportunities, so something like this would not be as much of a draw to our members. How to do this is under consideration.

Other

- Notes from the board retreat in January, for anyone who wants to review.
- Membership task force purpose and outcomes part of POP
- Conference updates
 - The full, detailed conference budget (just for reference--we don't need to approve beyond the totals, which are in the annual Guild budget)
 - Keynote Speaker - An invitation to be keynote speaker has been accepted by Steven Pinker, author of *The Language Instinct*, *The Blank Slate*, and *Sense of Style*. Publicity will wait until an official contract is signed. The fee will be \$1,000 and will include lodging and travel, since he is going to be out here on a book tour. The contract will likely include a book signing. With such a well-known author, it may be easy to find a sponsor for a "coffee hour" with him. Lisa Gordanier has expressed interest in working on a "before party."
- Programming: The flyer to request presenters is underway. There are 3 slots per session with 3 sessions, so possible 9 classes plus discussion groups. The deadline for the flyer is March 15, 2015. A Twitter call for presenters will also be done. A PDF of the flyer will be on the website (event site) and maybe the Eds Guild site.
- Marketing: Eventbrite is a little more expensive but will make the process of registration easier. It was decided to add the 5.5% fee to the cost of the ticket and round to the nearest five for the budget.
- Logistics
 - Before and after parties - Pm and Rich will brainstorm.
 - Researching caterers - volunteer need ASAP: Pm offered to find a volunteer.

- One-hour wine/snacks get-together for attendees to connect with sponsors may work to make sponsorships worthwhile. This would be separate from the normal exhibit hours they will have at tables during the conference.
- Sponsorships: Amanda and Andie are getting started. They will invite possible sponsors by using the Eds Guild website as an event. They are creating the call for sponsors. There must be tier options and they need to send the draft to WDE. A timeline is needed for participants for marketing and sponsorship. Viking Press should be called since they publish Steven Pinker's books.
- Conference Program/Schedule: It will be on 11" x 17" and show levels of sponsorship and will be included in the tote bags that will be handed out. Other items will include venue map and ads. We may trade skills with other organizations for discounts and tables at other venues.

Agenda: Editors Guild Board Meeting

Date and Time: February 9, 2015 (6:30 p.m.–8:30 p.m.)

Location: Victrola Coffee & Art

We have everyone here – Rebecca Brinson, David Downing, Rob Esene, Tamara Neely-Tinney, Julie Klein, Kathleen Walker, Cynthia White, Rich Isaac, Kristin Vorce, Jenn Hager, Jen Grogan

6:30 Preliminaries (15 minutes)

- Call to order – 6:34pm
- Vote to approve consent agenda
- Anything else for the discussion tonight?
 - Regarding the keynote speaker for the conference, Steven Pinker has not signed contract yet but seems like it's all settled otherwise as noted above in the "Other" section – his latest book is The Sense of Style.
 - Jenn H. had a question about the budget regarding the conference brochure: Someone created it for free last year (Jason Petz?), now Mi Ae Lipe has volunteered to do it – but maybe we shouldn't always have the expectation of doing it for free, and someone should speak to Jason because he may be expecting to do it. That was generally agreed upon.

6:45 Prior Action Items (30 minutes)

- Review action items not covered in consent agenda from prior meeting:
 - Now that everyone has reviewed the investment policy, does the operations committee have the board's approval to open an investment account with Edward Jones? Any questions about the process?
 - Question from Kathleen: Why six months operating expenses liquid? - Answer from Rebecca that this is standard procedure for 501c3 organizations. We are 501c6, but seems reasonable to use that. (The difference between the two basically being that we rely on membership not taxes.)
 - Budget approved by all (unanimous, no abstentions).
 - The budget will now be moved over to Rob as the head of Operations. 7:15 Current Action Items (15 minutes)
- We need a board liaison for Christy Karras, our new Speakers Bureau person
 - This is for speakers beyond member meeting / programming. Finding places for editors to speak, essentially. Kathleen will take this on, and ask Christy whether she gets volunteers via call out to the listserv, or a list available to draw from, etc. See if she wants support or needs help. Julie also mentioned that she used to feed the former person conferences and similar that she came across, and it was agreed this should be something we all do if we run across something that it would be useful for Christy to know about.
- Vote on 2015 budget
 - Slight update to the budget from what was sent before the meeting
 - Vote to approve annual budget, including the conference budget? All approved, unanimous, no abstentions.

- ♣ Jenn H wanted to note a change for \$100 for speakers rather than \$50 giftcard.
 - ♣ Question: Do we have a category for gifts for certain people? Answer: We have a general gift category for volunteers, plus a slush fund.
 - ♣ Question about tablet line item. Answer: This was a one-time purchase last year.
- Create 2015 calendar
 - Including board meetings, member meetings, important conference dates, planned surveys, six-month check-in plans, etc.
 - June Board meeting – 6 month check-up with all the POPs and everything.
 - October board meeting have social media plan for NaNoWriMo prepared
 - Rates survey – agreed to hold this every 2 years
 - ♣ Data from last one was 2012
 - ♣ The idea is to prepare a sustainable structure, that's the heavy lifting so we want to get that done even if we don't do the actual survey this year. Including editing the questions and the response before it's published.
 - ♣ Plan to do it at end of the year so that it can be in the State of the Guild (September), so working backward give the summer to process and do it in May, just after tax time when everyone has their data. Get it out in April, due by May. Week after the May member meeting as the due date.
 - ♣ Out by April 1, due a week after the May member meeting.
 - ♣ Published in August – Monday August 17 - then talked about in State of the Guild in September.
 - ♣ Member Potluck is September 13, Sunday after Labor Day.
 - ♣ Conference survey handled by the Conference committee.
 - ♣ Share the SurveyMonkey or whatever account info for both, so that using the same system.
 - ♣ Conference committee may want to recruit volunteers to crunch the data.
 - ♣ Send out initial, then sound out reminders at different times so that they catch everybody. And mention it in the member meetings.
 - Membership services survey on the task force:
 - ♣ Plan this year, execute early next year.
 - ♣ Alternate doing these two different surveys – Rates survey one year, Membership survey the other year. Follow the same April/May schedule, do the membership services one on a non-conference year so it can be used to plan future conferences etc.
 - ♣ So that will go out 2016, April, then May due date, publish August, state of the guild can use it, then can feed into board planning for the new year – 2017!
 - ♣ So do a few hours work of planning on what we want to ask, etc., and we're good to go.
 - ♣ This is the one that actually is going to take more time to figure out, both in the questions and in the executive summary.
- Conference – most things can stay in conference committee, but anything that will touch on broader issues should be worked out with board. There was discussion of a reception for Steven Pinker, etc – October 9. Based around his conference schedule, depending on when he's speaking and everything.
 - We might use the space Mi Ae Lipe used for the potluck might be good for a pre- or post-conference party/reception. Keynote, instructors, board, etc. Penthouse is in Pioneer Square. (Also use for September member potluck?)
- In past years there have been recruitment nights for future board members, might be good to schedule something like that into this year? Summer maybe (August), so people can attend a meeting. Put this on the Board Development list to think about. Informal snagging people at conference, too.
 - Board services / volunteering with the guild table at conference – Jenn H has said she'd be willing to do some staffing at that, Rich will note it for the conference committee.
- Workshops?

- Advanced Word with Bill Thorness – Sometime in the summer, approach Bill to see exactly when. Check out North Seattle College as a source for computer labs. Cornish rental maybe? Jen G will check with her contact at Foster school of Business.
- Rich brings up NaNoEdMo (the Editing side of National Novel Writing Month (NaNoWriMo)– talk about it in November. January is the "traditional" EdMo month, but maybe push it back because most people need significantly more time. Outreach to new writers, rather than necessarily right in with NaNoWriMo – educating new writers on why they want an editor. If you open a coffee house, you need to put down money upfront, to invest – getting published is a business in the same way.
 - Jen G talk to Christy Karras about this.
 - Social media presence during NaNoWriMo
 - ♣ Communications committee will be doing this, but Tamara would like to be involved.
 - ♣ In the NaNo community, they talk about “editing” when what they’re actually referring to is revising, find the way to hone this. Outreach about this – contact the NaNo folks and get this out at the institutional level. ○ October board meeting have social media plan for NaNoWriMo prepared – Communications committee just need to plan to have this.
- Social Media Calendar in general – if we know what to talk about in advance, people might be more interested in working with it (Tamara). Annie has the login and posts, Rebecca has the FB stuff, Toddie does the FB stuff, Karen Parkin doing tweeting for guild. Ad hoc as things come up. Only calendar thing so far would be NaNo.
 - NOTE: Karen emailed Jen G a few days after this meeting to see if someone else could take over the Twitter account for the time being, as her workload has grown to make it difficult for her to keep up on posting. Jen requested that she send her the login info to keep up on for the time being, until either Karen is up to taking it again or we find someone else to do the job.

7:32 Break (10 minutes)

7:40 Discussions

- Jenn H – Mentorship program! Julie Van Pelt started this up and put together 15 pairs of mentors and mentees, and some pairs want to continue from the original 4 month stint, new stint to start in March. How to recruit more mentors?
 - Question from Julie K: Are the relationships based on particular projects or issues? Answer: They can be – Julie Van Pelt has been the clearinghouse for attaching people. Mentors are asked what they're comfortable mentoring on, mentees are asked what they're looking for. Some people might be more comfortable only mentoring on certain topics? Cynthia had a similar issue feeling like she was being menteed by her mentor. Good way to go out and meet with another editor, but felt they were in very similar ranks in terms of amount of work, etc.
 - Suggestion of some kind of survey that says “I'm very strong in this area, I could mentor someone on that.” Specific areas of mentoring might be better for making people comfortable. A list of areas, and then whether you'd be the mentor or mentee, kind of an online dating thing.
 - Any further ideas please send to Jenn H.
 - (This took about 10 minutes)
- Review parking lot (10 minutes)
 - Vetting new members is about accepting new members, whereas tiered memberships is about the levels of members. So it will relate to the membership task force and the question of tiered membership, but not be absorbed by it.
 - ♣ Update – we're putting this on hold until membership task force can consider ramifications of tiered membership. - Suggested by Rebecca, Seconded by Jenn H.
 - ♣ Comes across as a problem of trying to keep people out, not want people in.
 - ♣ If a novice editor gets connected with a client through the board and client has a bad experience, we don't want to be held “responsible” and lose that client.

- ♣ Some feel people who want to apply aren't applying (from certificate program), but then again are we misrepresenting novices to potential clients – which is where the Tiered Membership comes in.
- NaNoEdMo – still active, discussed tonight
- Job Board – not many people posting, sometimes advertising for low or spammy jobs. Sub-conversation to the whole website discussion. ...Also ties to the idea of Client Recruitment.
 - ♣ If we had someone crossposting jobs from Craigslist, inDeed, etc, that might help – copy/paste and bring them over so we have access.
 - ♣ Advertise or something in local business journals as a way to bring in attention to the guild and get some clients?
 - ♣ Julie points out this would need to be repeated. Would need to run for 6 months or longer, and would best be done by advertising continuously in a select few journals.
 - ♣ Networking with PNWA and so on, trying to get crosslinking and so on.
 - ♣ This is something the Communications committee needs to look at!
 - ♣ Toddie might be willing to add an hour a month to crossposting on the job board, with specific parameters.
 - ♣ FreelanceDaily – compilation of editing and so on jobs from around the country. - subscribe to that? See about subscribing to that and using it to beef up board. Subscribe with the guild account. Bring this as the item to discuss at NEXT meeting in April.
 - ♣ Communications committee should work on notification system for the job board.
 - ♣ Toddie may also need to do follow-up to see if things are filled, make sure items have end dates, etc.
- Rolling memberships – right now we do January to December. Put this on hold connected to the QuickBooks system and not making Toddie do everything.
- Where do we stand on Writer.ly, Booktrope, etc? – may be too big to be on the Parking Lot?
 - ♣ We don't want to make it seem like we're endorsing groups like this, but we maybe need to have the conversation, rather than having a big meeting with a big stance.
 - ♣ Also an individual decision.
 - ♣ Ongoing discussion, but propose to remove – everyone agreed.
- Seattle City of Literature – not really an action item.
 - ♣ Rebecca is part of the effort to get Seattle recognized, application time has changed, won't find out til 2016 whether Seattle gets it or not, but we want to signal-boost Seattle and bring more attention to Seattle.
 - ♣ We are an example of how Seattle is a city of literature, so we're already helping there...
 - ♣ Any opportunities with international level stuff that people show up, things that should be mentioned in the application, informally can come to Rebecca.
 - ♣ Related: Sorrento hotel new management has given the thing a new “office” at the hotel – that means they can schedule spaces and groups related to the mission, so... possibly we can have board meetings there at 9th and Madison. Possibly not as soon as April, though.
- Virtual Co-working ? Coffee hour over Google Hangouts suggested by Kristin.
- Revenue streams – adding one-off workshops, selling merch, tote bags, etc. CafePress, etc. Operations committee might investigate this.

From here out, the Executive Board will decide on an item to discuss off the list that remains for each of the board meetings.

- Discuss offering tech editing or dev editing class to members (Rob) (5 minutes)
 - Not competing with the editing certificate program or anything, just filling a different space – 4-8 week classes, Phinney Ridge neighborhood center or Good Shepherd Center, find good teachers, have the operations committee secure equipment and venue, programming comes up with classes, etc. Classes on tech editing for example – something that can be added to the

services of members. Guild can take some money for running it, pay the teachers, everybody wins. Dev editing.

- ♣ Would one-night workshops be something that would be open to?
- ♣ Maybe these would be separate – get people who are really good teachers and can really get deep into these subjects. More in-depth.
- ♣ Line editing
- ♣ Tech editing – good place to start
- ♣ Operations and Programming keep talking about this, be autonomous, Check with Mary Colleen on dates.
- ♣ Corporate editing
- ♣ Fiction editing
- ♣ Find authors who would hand project over for everyone to do the same thing, etc.

8:15 Closing items and adjournment (15 minutes)

Date and time of next meeting: April 13, 2015, 6:30 p.m.–8:30 p.m. (location TBD)
